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SENITIZATION PLANT QUARANTINES

AUTUMN EDITION of

SEP 14 1925

Recorded

The Roses of New Castle

HELLER BROTHERS CO.

NEW CASTLE

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INDIANA

SEP 14 1925

HELLER'S ROSES AND BULBS

For Fall Planting



WHEN Nature wakes from her long winter sleep, and the robins and bluebirds brave the cold of our northern climate, those who love flowers look anxiously for the first signs of the beauty and glory which is to come to the garden.

That this may come, it is necessary to provide for it in the fall, and this little book's mission is to tell what to do this fall, that next spring and summer may fill the flower-lover's heart full of joy of flowers.

First come the Hyacinths, Tulips, Daffodils, and many other "sweet harbingers of spring," which can be had only by planting the bulbs in the fall. And then Roses. Many Roses do best when planted in the fall, and for this fall's planting we have prepared a splendid stock of plants which, if planted before early frosts, will be sure to grow and bloom next summer in a most marvelous way.

Owing to the enormous demand for our Roses last spring, unavoidable delays in shipping occurred; but we have perfected our organization, and these cannot happen again. The generosity of our friends was almost our undoing. It has never been our desire to do such a large business that we could not give to each order the benefit of personal selection of stock and attention. Rather has it been our ambition to establish such a high grade of business that our name should become synonymous with the very best of everything in our line, and that our patrons may be assured of the high character of the way we do business and the goods it is our pleasure to supply.

Our one great specialty, for which we are world-famous, is Roses on their own roots. The same methods and principles which have built up our enviable reputation for Roses will be applied to our bulbs and other things for spring-blooming. Our bulbs are grown for us by special growers in Holland, France, China, Japan and other countries, practically under our own supervision. They will bring no disappointment to you. We offer only the first or largest-size bulbs—guaranteed to grow and bloom. We do not handle cheap, inferior bulbs, which are dear at any price.

We invite comparison—not on the basis of catalogue prices, but on quality—for all our goods will be found actually cheaper in the end. Coupled with this, the great advantage to our customers is in the fact that we **prepay shipping charges on all goods to all points in the United States and Canada**—quoting prices for delivery at our customer's doors, and guaranteeing safe delivery and satisfaction or money refunded upon demand. No other house does this. Why, then, run any risk?

How to Order—Important—Please Read

Prices, terms and conditions in this book cancel all previous prices and terms.

TERMS CASH WITH ORDER. Personal check, Post Office Money Order, Bank Draft, Express Money Order, Registered Letter, all may be sent at our risk. Stamps accepted in small amounts **only**.

PLEASE USE ORDER BLANK and write name and address plainly. Write letters only when necessary and then on a separate sheet.

ORDERING EARLY is a very great mutual advantage. The clerical work in connection with your order can be done before the big rush comes on, thus insuring prompt shipment. All goods priced postpaid are usually sent by parcel post at our expense. All goods sent by express are shipped at purchaser's expense.

ALL ORDERS SHIPPED IMMEDIATELY upon receipt unless directed to the contrary. Orders can be reserved for future delivery if desired. If order is not acknowledged promptly, write us giving full particulars.

PARCEL POST SHIPMENTS

All first size Roses, Chrysanthemums, Geraniums, Carnations, etc., prepaid by parcel post at prices named with soil removed from roots, scientifically packed in damp moss, wrapped in water-proof paper. If you wish some soil to remain on roots, remit 1½c per plant extra on 12 or more plants and 2c per plant for less than 12 plants. If so instructed we will ship first size plants by express charges collect, without additional cost per plant. Large two-year-old and star size plants with portion of the soil on roots can be sent prepaid by parcel post at prices named on other pages of this book.

We reserve the right to substitute another variety of equal value for the variety the stock of which may be exhausted unless we are instructed to the contrary.

OUR GUARANTEE

A lifetime's experience in scientific packing of plants enables us to ship safely to all parts of the world.

WE GUARANTEE SAFE ARRIVAL ANYWHERE IN THE U. S. A. PROPER. Because of conditions over which we have no control, all shipments to Canada, Colonies of the U. S. A. and foreign countries, travel at purchaser's risk. If express shipment should arrive in damaged condition take the express company's receipt, stating that condition, and send receipt to us at once. Shipments by parcel post may be insured against damage and loss for 5 cents extra to be remitted with order. This will insure up to \$25.00 in value. This is cheap and desirable insurance.

COMPLAINTS as regards condition of shipment must be made within ten days after arrival of goods, otherwise we cannot entertain them. We give no guarantee, express or implied, as to quality or productiveness of any plants, bulbs or seeds we send out; and while we strive to have our plants true to name, we do not guarantee it. Soil and climatic conditions work changes in colors of many roses which no one can explain. Frau Karl Druschki, purest white rose, will sometimes come light pink. Jeannette Heller will appear almost pure yellow, then again almost white, again deep pink; flowers will be lacking in petalage—Nature has her vagaries, but fortunately they are always beautiful. Soil conditions, wet or dry growing seasons, late frosts, improper care, lack of water, too much water, an unfavorable location—a dozen causes may be responsible for failures that do occur over which we have no control, hence we desire to make plain our responsibility and the terms under which our goods are sold.



Heller Sure to Bloom First Size

Hyacinths

The favorite spring-blooming flower of many is the Hyacinth, with its magnificent spikes of bell-like flowers, its exquisite coloring and rich fragrance.

In buying Hyacinth bulbs do not be satisfied with anything but the best—the kind we offer. Our list is limited in size, but every one is the best money can buy, grown by our special growers in Holland, under our direct supervision. For bedding, outdoors, for forcing in pots, or for growing in glasses they are without a peer in this country.

Note.—The difference between Single and Double Hyacinths is solely in the individual flowers of the spikes. Otherwise, the habits of the two kinds are the same.

Culture of Hyacinths

Outdoors.—Follow the same general directions as for Tulips, but plant the bulbs any time in the fall before the ground freezes, covering them with 4 inches of soil and setting them 6 to 7 inches apart. An inch of sand under each bulb will be of great benefit.

Indoors.—Only the best named varieties should be used, potting the bulbs singly in 5- or 6-inch pots, or three bulbs in a 7-inch pot. Mix the soil with sand and set the bulb so that one-third of it is above the surface. Treat the same as noted for Tulips, and give them weak manure-water when the flower-spikes appear.

In Glasses.—Use only the best single varieties, setting the bulb so that it just touches the water. Use rain-water and add a little charcoal to it. Set away in a cool, dark cellar until the glass is full of roots, then bring to the light and heat. Change the water every three or four days.

Single Blue and Purple Shades

Price, 25 cts. each; \$2.50 per doz., postpaid.

Enchantress. Porcelain blue.

Leopold 2nd. Lilac center, blending a darker blue.

Johan. Light blue, shaded lavender; enormous.

Grand Maitre. Deep lavender blue; extra large.

King of the Blues. Deep purplish blue; close spike.

Mary. Dark purplish blue; splendid.

Queen of the Blues. Exquisite azure-blue; handsome.

Single Red and Rose

Price, 25 cts. each; \$2.50 per doz., postpaid.

Cardinal Wiseman. Pink; enormous spikes.

Gigantea. One of the very best soft rose varieties; very large truss of closely set bells.

Moreno. Immense; deep pink.

Lady Derby. One of the finest pink Hyacinths, first-class.

La Victoire. Crimson; best of its color.

Gertrude. Bright rosy red; excellent spike; very distinct.

Single Yellow

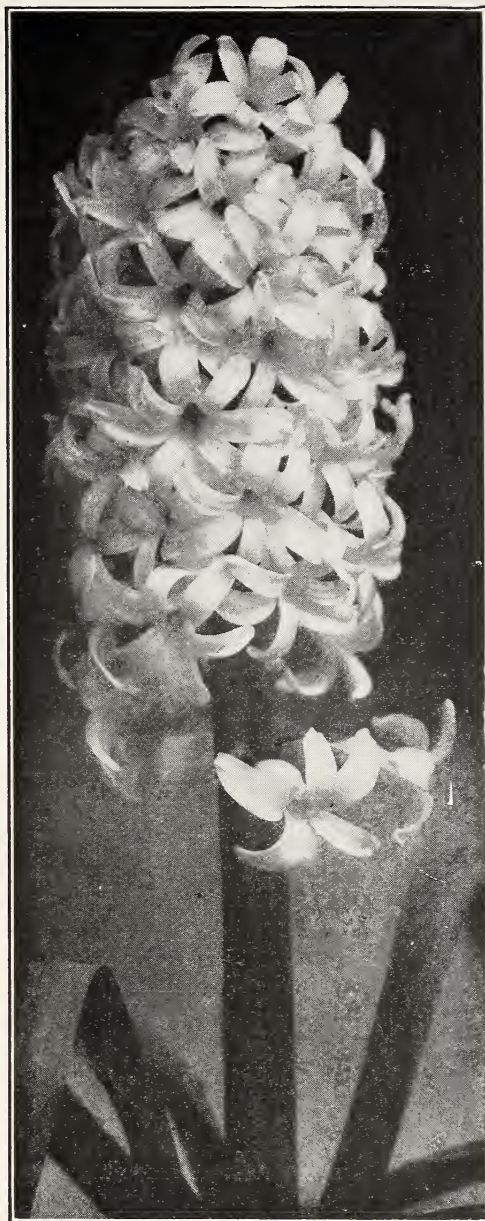
Price, 25 cts. each; \$2.50 per doz., postpaid.

Ida. Bright glowing pure yellow; large and handsome.

King of the Yellows. Golden yellow; large and handsome.

Yellow Hammer. Considered the best golden-yellow; fine spike and bells.

City of Haarlem. Pure yellow; large truss; extra fine.



Heller First Size Single Hyacinth

Single White and Blush

Price, 25 cts. each; \$2.50 per doz., postpaid.

Albertine. Pure white; fine large bells; early.

Baron Von Thuyll. Pure white; large, splendid spike.

Grandeur a Merveille. Giant spikes; blush white.

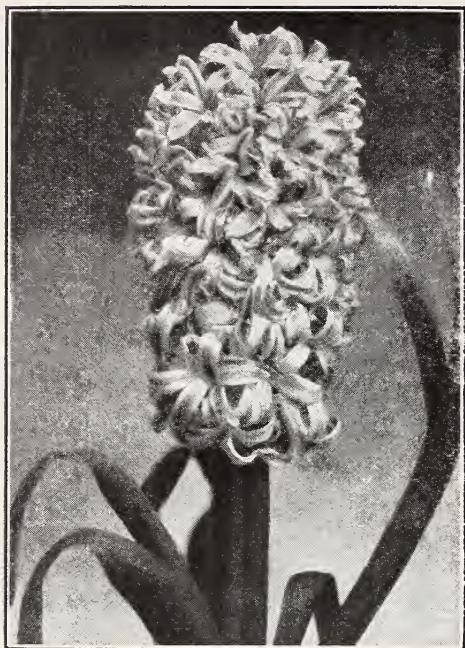
Mon. Van Der Hoop. Pure white; large bells.

L'Innocence. Pure white; large.

La Grandesse. This is the finest pure white; finely shaped.

Grande Blanche. Blush white.

Special Offer F-13 Complete set of 24 superb named Single Hyacinth Bulbs, first size, sure to bloom, for \$4.75, postpaid.



Heller Double Hyacinth

Single Hyacinths, Separate Colors

These bulbs differ in no way from our exhibition size bulbs, and will produce splendid spikes of bloom. For bedding effects, for growing in the conservatory, or for winter window culture, these bulbs will give splendid satisfaction. All sure bloomers.

Pure White and Blush.....	\$2.00 per doz., postpaid.
Red and Rose.....	
Blue and Purple Shades.....	
Yellow Shades.....	
All Colors Mixed.....	

Orders for 6 of a kind filled at dozen rates.

Double Hyacinths, Separate Colors

For those who do not wish to keep the separate colors we recommend these mixed varieties as they give us in our own beds such a wonderful display each season. You will not be disappointed in these bulbs. All sure bloomers.

Pure White.....	\$2.00 per doz., postpaid.
Red and Blush.....	
Blue Shades.....	
Yellow Shades.....	
All Colors, Mixed.....	

Orders for 6 at dozen rates.

Narcissus or Daffodils

Double Varieties

Price of big, sound bulbs, 13 cts. each; \$1.25 per doz., postpaid.

Orange Phoenix (Eggs and Bacon). Double white flowers; center orange and white.

Von Sion. Large, double, rich golden-yellow trumpet flowers. One of the very best for house culture and outdoor culture. Specially selected double-nosed bulbs, far superior to the average bulb.

Superfine Mixed

Superb mixture of all sorts. Double and Single and all colors. 8 cts. each; 80 cts. doz.; \$7.00 per 100, postpaid.

Double Named Hyacinths

Splendid large bulbs, all named varieties, 25 cts. each; \$2.50 per doz., postpaid.

DOUBLE RED, ROSE AND PINK

Kohinoor. Very dark rose; large spike.

Bouquet Royal. Beautiful rose.

Czar Nicholas. Immense; light pink, shading to blush.

Lord Wellington. One of the finest pinks.

Prince of Orange. Beautiful dark red.

Suzanna Maria. Early; splendid; dark red.

DOUBLE BLUE AND PURPLE

Blocksberg. The best light blue.

Lord Raglan. Rich dark blue; early.

Othello. Large and double; nearly black.

Murillo. Beautiful deep blue; compact.

DOUBLE WHITE AND BLUSH

Duchesse de Bedford. Lovely pure white; very double.

La Tour d'Auvergne. Pure white; double.

La Virginite. Large, drooping bells of white, delicately shading to blush.

Non Plus Ultra. Snow-white. Immense.

Prince of Waterloo. Exquisitely fragrant; fine white.

DOUBLE YELLOW

Bouquet d'Orange. Distinct; buff color.

Goethe. Grand bright yellow; very large.

Pure d'Or. Golden yellow; five spikes.

Sunflower. Deep golden yellow; splendid.

Special Offer F-14 One each of the 19 named Double Varieties sent postpaid for \$3.75.

Narcissi or Daffodils

Price of single or double varieties, 13 cts. each; \$1.25 per doz., postpaid.

Golden Spur. Large, spreading, full, deep rich yellow perianth and trumpet. One of the very best of the Golden Trumpets, flowering early.

Emperor. Trumpet large, rich yellow, surrounded with deep primrose petals.

Maximus, or Vase of Beaten Gold. Very early. Immense flowers of deepest, richest yellow.

Glory of Leiden. Long, large, fluted trumpet of rich yellow; full, broad, overlapping petals of bright yellow.

Sir Watkin. Rich sulphur-yellow; orange-tinged trumpet.

Bicolor Victoria. Perianth creamy-white, trumpet rich yellow, delicately perfumed; unsurpassed for pot culture and always satisfactory out of doors.

Trumpet Major. Extra large; golden-yellow trumpet and petals.



A collection of Single and Double Narcissi



Heller's Early-Blooming Crocus

Since the poet sang "A soft breeze kissed the expectant morn, a bluebird sang a witching strain, a crocus bloomed and Spring was born," this charming little flower has been noted as the first of the Spring-time. The attractive flowers mark the coming of Spring and, with their beautiful shades, tone the deepening green of the lawn. It is entirely hardy; left undisturbed, will continue to bloom each year.

The best results with Crocus are obtained when they are given a rich, dry soil and sunny location. The bulbs should be planted about three inches deep, 2½ inches apart; set singly or massed in beds. A favorite plan is to raise the soil with a spade or trowel to the depth of three inches, place the bulb beneath the sod and press back into place. Crocuses are also great favorites for house culture, giving very satisfactory results. For blooming indoors the pots or pans in which they are planted should be plunged outdoors until a hard freeze or so. The bulbs we offer are improved strains of the leading varieties, and are superior as regards both form and color.

Finest Named Varieties

35 cts. per doz.; \$2.50 per 100, postpaid, except where noted.

Albion. Fine striped; large and good.

Caroline Chisholm. The best white.

David Rizzio. Magnificent dark purple.

Lord Byron. Superb blue.

Queen Victoria. Splendid pure white.

Cloth of Gold. Golden orange, suffused with brown.

Cloth of Silver. Same as the preceding, except the color is beautifully silver-shaded.

Saffron. Violet colored, variously striped and fragrant.

Scotch. Striped in various colors on white ground.

Versicolor. Shades of purple to white, veined purple.

Sir Walter Scott. Striped, very distinct.

Amazonne. Light blue, fine.

Purpurea Grandiflora Blue. Extra-large blossoms.

Finest Mixed

25 cts. per doz.; \$1.75 per 100, postpaid.

Mixed White. Different varieties.

Mixed Purple and Blue. Different varieties.

Mixed Striped. Different varieties.

Mixed Yellow. Different varieties.

All Colors. Different varieties.

Mixed. Different varieties.

Monster

Yellow Crocus

Bulbs very large and flower early; profusion of bloom is remarkable, fifteen to twenty-five large flowers coming from one bulb. 40 cts. doz.; \$3.00 per 100.

NEW MONSTER

BLOOMING CROCUSES

These varieties are a great improvement over the older sorts, both in size and bloom and coloring. Each bulb produces several blooms of immense size (note the above illustration). Magnificent for Winter blooming indoors in pots or pans.

King of the Whites. Purest white flowers of immense size and magnificent form, with large orange anthers. Extra fine. Price, 40 cts. doz.; \$3.00 per 100.

White Lady. Magnificent large cup-shaped flowers, pure white with deep orange anthers. Price, 40c per doz.; \$3.00 per 100.

New
Crocus
King of
the Whites





Heller's Surpassing Quality Tulips

The dazzling beauty of the Tulip family is so well known that it is hardly necessary to further extoll its merits here. The brilliancy of colors when arranged in masses in the garden, on the lawn or grown indoors in pots or boxes, makes the Tulip an object of striking beauty; indeed, for wealth of bizarre color effects, it even surpasses the hyacinth. Plant plenty of them—they are so inexpensive; in early spring, almost before the last snows of winter are gone, the gorgeous colors of their flowers will add a wonderful air of cheerfulness to your home surroundings. They are entirely hardy in the open ground, and should be planted about 4 inches deep and 4 inches apart. For Indoor culture plant them 3 inches deep.

Pot them and set away in a dark, cold place for three weeks or more, then bring to the light and treat same as other plants. Three bulbs in a 4-inch pot or crock, and 6 to a 6-inch pot, for a good effect.

Like all Heller bulbs, our offerings in Tulips are the best, both as regards quality and variety. No "seconds"—each bulb is guaranteed to be a good, sound blooming bulb of the first size, or your money back.

Named Single Early Tulips

Extra strong, guaranteed bulbs, 10 cts. each; \$1.00 per doz. (except where otherwise noted); \$6.00 per 100 (postpaid).

Belle Alliance. Rich, glowing scarlet.

Chrysolora. Rich, golden yellow.

Cottage Maid. White, edged with rose.

Keizerkroon. Crimson-scarlet, edged yellow.

La Reine. Grand pure white.

Pottbaker, Scarlet. Brilliant scarlet.

Diana. Pure white.

Queen of the Netherlands. Beautiful globular form, color a soft rose, flushed white. Makes a magnificent show when grown in pans or pots.

Yellow Prince. Bright yellow; sweet-scented.

Mixed Early Single Tulips

This is the finest mixture of bedding Tulips ever offered, and comprises the choicest named kinds. In separate colors. **Mixed Scarlet, Mixed White, Mixed Yellow or Mixed Pink,** 75 cts. per doz.; \$5.00 per 100. All colors mixed, 65 cts. per doz.; \$4.00 per 100.

Jonquils

A branch of the Narcissus family, requiring the same treatment. Twelve bulbs in a 6-inch pot will make a wondrous show in the house.

Single. Rich yellow; very fragrant. 75 cts. per doz.; \$5.00 per 100.

Double. Extra fine; deep yellow. 75 cts. per doz.; \$5.00 per 100.

Campernelle Mixed. Large yellow flowers; rich and very striking. 80 cts. per doz.; \$6.00 per 100.

All Goods Offered On This Page Are Sent Postpaid.

Special Offer F-16 Set of 9 Tulips named above for 75 cts.; 6 of each, 54 in all, \$4.25, postpaid.



Named Early Double Tulips

Magnificent bulb, 10 cts. each.
\$1.00 per doz.; \$8.00 per 100, in one of
assorted varieties, by mail or express,
prepaid.

Titian. Brown and yellow.

Ma Cousine. Violet and white.

Gloria Solis. Deep crimson, bordered
with a broad gold band.

Boule de Neige. Grand pure snow white

Murillo. Beautiful light rose.

Rex Rubrorum. Finest deep scarlet.

Salvator Rosa. Grandest of all pink
Tulips; flamed white; magnificent.

La Matador. Rich glowing scarlet.

Tournesol Red and Yellow. Red
edged yellow.

Tournesol Yellow. Handsome orange
yellow.

Couronne d'Or. Best golden yellow.

Special Offer F-17 Set of 11
double
Early Named Tulips above for 90
cts.; six of each, 66 in all, \$6.00,
postpaid.

Mixed Early Double Tulips

Large, plump bulbs; guaranteed sound
blooming bulbs. In Separate Colors

Mixed Scarlet, Mixed White, Mixed

Yellow or Mixed Pink, 75 cts. per

doz.; \$6.00 per 100; and All Colors

Mixed, 65 cts. per doz.; \$4.50 per 100

Parrot Tulips

Have the most distinct shapes and markings of
any; the striking beautiful colors range through
shades of golden yellow, green, crimson-striped, deep
crimson, yellow, etc.

Fine large bulbs, sure to bloom, 10 cts. each;
\$1.00 per doz., prepaid.

Belle Jaune. Pure yellow.

Cafe Brun. Coffee color, yellow.

Constantinople. Handsome red.

Markgraaf von Baden. Red and orange.

Feu Brilliant. Glossy crimson.

Monstre Rouge. Deep crimson.

Perfecta. Yellow and red.

Superfine Mixture. All colors. 8 cts. each; 80
cts. per doz.

Special Offer F-21 Set of 7 Parrot Tu-
lips, one of each,
postpaid, for 65 cts.



Parrot Tulips.



Double Tulips.

Late or May-Flowering Single Tulips

(Cottage Garden)

Good sound bulbs, of the largest size; 10 cts.
each; \$1.00 per doz., postpaid.

Blooming late, after all others are done. Borne
on long, stiff stems, ideal for cutting.

Bouton d'Or. (Golden Beauty.) Golden-yellow,
long stems.

Elegans, Red. Long petals, reflex tip. Crimson,
yellow center.

La Merveille. Salmon-rose, shaded orange-red.
Sweet-scented.

Inglescombe. Buttercup yellow.

Picotee (Maiden's Blush). Recurved petals, white,
margined pink.

York and Lancaster (Shandon Bells or Isabella).
Silvery-white suffused carmine rose.

Tulip Gesneriana (Red Gesneriana). Intense,
dazzling, glossy crimson, center of deep blue.

Persian Yellow. Clear golden-yellow; pointed
petals.

La Candeur. Pure white.

Special Offer F-19 Set of 9 May-Flow-
ering Tulips, 85 cts.;
six of each, 60 in all, \$5.00, postpaid.

GRAND MIXTURE of Cottage Garden Tulips,
made up of dozens of the best varieties, in-
cluding sweet-scented sorts. 80 cts. per doz.,
\$6.00 per 100, postpaid.

The Famous Chinese Sacred Lily

One of the most popular of the Winter-flowering bulbs. It will thrive
in soil, but the favorite method of culture is growing in water and
gravel, where it can be depended upon to flower within 20 to 30 days
after planting. Select a vessel of sufficient size, place two or three bulbs
in it, fill the interspace with coarse sand or gravel until the bulb is firmly
held in position, and then add water until quite covered.

Immense Bulbs, 25 cts. each; 5 for \$1.00, postpaid.

Giant Darwin Tulips



Darwin Tulip "The Sultan"

Lily-of-the-Valley

One of the most universal known and admired plants. The graceful spikes, with the dainty pure white bells, are a delight to the eye, and their delicate fragrance is exquisite. Plants succeed almost anywhere, but prefer a partly shaded situation and rich soil. or house culture, plant rather thickly in pots or boxes, scatter some moss or other light material over the soil, which must not cover the crown; water well and set away in a dark, cold place where they will freeze, or bury pot in ground for several days. When brought to heat and light after a few weeks, the leaves and flowers will soon appear. Ready for delivery in November. Strong-flowering crowns. Three for 30 cts.; \$1.00 per dozen; \$9.00 per 100, postpaid.

I have a small fruit and flower place here. I never saw a rose that has attracted as much attention as the Paul's Scarlet Climber which I bought from you last spring, 1924. It is ten feet tall and full of bloom which has been on now two weeks without shedding its pretty scarlet flowers. Sundays we have at least five hundred cars stop here and people asked me so many times about its name, etc., that I had to put a sign on it, "Paul's Scarlet Climber." I could have sold fifty potted plants if I had had them.—Irvnig J. Wenz, Md., June, 1925.

The Giant Tulip. Coming into bloom after all the other varieties are done, and by planting these one may have a continuation of blooms for several weeks. They produce great bowl-shaped flowers on tall stems from 2 to 3 feet high. The brilliancy and variety of coloring is beyond description. The most beautiful of all Tulips. Excellent for cutting. Plant liberally of them. We offer the choicest of all varieties.

Magnificent extra-large bulbs, 10 cts. each; \$1.00 per doz.; except where otherwise noted, by mail, prepaid.

Baron de la Tonnaye. Carmine-rose pink, fading to soft pink.

Pride of Haarlem. Brilliant deep salmon, shaded with scarlet.

Gretchen (Margaret). Large-flowering; outside soft blush; inside blush-rose.

Kate Greenaway. Big flower of white, suffused lilac.

The Sultan. Large flower of maroon-black.

Glow. Brilliant scarlet, a strong, lasting flower.

Harry Veitch. Dark brown-red.

Dream. Lilac; large blooms.

Europe. Bright rosy-red; white center.

Clara Butt. Soft salmon-pink, tinged blush.

Psyche. Bright rose.

Yellow Darwin. Pure buttercup yellow.

SPECIAL MIXTURE of Darwin Tulips, unnamed varieties, including a wide diversity of colors and shades. 75 cts. per doz.; \$6.00 per 100, postpaid.

Special Offer F-20

One each of twelve Darwin Tulips, \$1.00.

Walker's Excelsior Plant Food

comes as a boon. It is so simple, the good results so positive that there is no reason why any flower lover should be without a box of this, the essence of plant life. It is an odorless preparation, combining in a highly concentrated and soluble form every element required in plants to produce vigorous, healthy growth and profusion of flowers.

(Postpaid)

2½ oz. cans, making	3 gals.	\$0.20
5 oz. cans, making	6 gals.35
12½ oz. cans, making	15 gals.55

Stim-U-Plant Tablets

An excellent, odorless, highly concentrated plant food tablet form for all kinds of pot plants during the winter. Will increase growth and heighten color. These can be used in tablet form or dissolved in water. Complete directions with every package. Price, 10 tablets for 15 cts.; 30 for 25 cts.; 100 for 75 cts.; 1,000 for \$3.50, postpaid.



Giant White Narcissus

The Most Charming Dainty House Plant Grown

One of the most beautiful adornments to the home may be had by growing this wonderful Giant Paper White Narcissus in water, as shown in the illustration. Each bulb sends up two to four stems, crowned with a cluster of exquisite white flowers of fascinating fragrance, which remain in bloom for several weeks. It blooms in six weeks after planting. Starting them about October 10 will bring them in bloom at Thanksgiving.

Blooms Profusely in Water. Set at least six bulbs in a good-sized bowl in which some sand has been placed in the bottom; place pebbles firmly around the bulbs to keep them in position, and fill the bowl almost full of water. Set away in a cool, dark place until the bulbs begin to sprout, and then bring to the heat and light.

Mammoth Bulbs, 7 cts. each, 6 for 40 cts., 75 cts. per doz., postpaid.

Golden Sacred Lily

Large sweet golden yellow flowers; hardy, thrives in any window or garden. Blooms quickly and freely in soil, sand or pebbles and water. Beautiful and very fragrant. **Large bulbs, 6 cts. each; 70 cts. per doz., postpaid.**



Giant White Narcissus Grown in Water

Heller's Freesias

PLANT AS SOON AS POSSIBLE—SEND FOR THEM AS SOON AS YOU RECEIVE THIS BOOK

The most interesting of all winter-blooming bulbs growing well in ordinary soil, and one of the best kinds for growing in the house. The color is pure white, lower petals touched with yellow. When cut, the flowers last three weeks in water and fill the house with most exquisite perfume. Plant them early, the earlier the better. Order them as soon as you receive this book.

New Freesia, Purity

A distinct and charming variety, having all the magnificence of the family in a superlative degree.

First-size monster bulbs, 3 years old, 10 cts. each; \$1.00 per doz., postpaid.

Second-size mammoth bulbs, about one-half inch in diameter, 5 cts. each, 50 cts. per doz.

Third-size, extra-large, selected bulbs, 25 cts. per doz., postpaid.

Winter-Blooming Oxalis

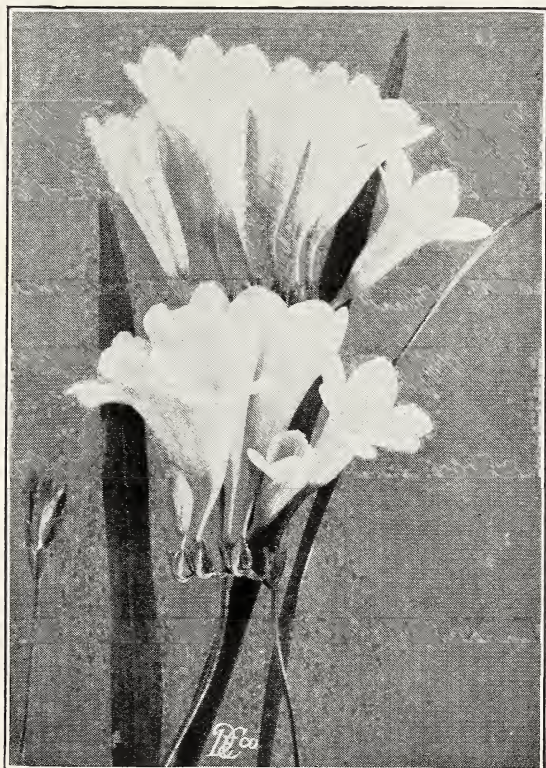
The variety of Oxalis we offer at this season is entirely suitable for winter-blooming and pot culture. These lovely flowers are now among the most popular for hanging baskets, pots and positions calling for graceful and effective flowering plants. A few in a five-inch pot or basket will start off at once and soon be in flower, remaining so throughout the winter.

Price, 3 cts. each; 30 cts. per doz.

Bermuda Buttercup. New, large-flowering, yellow.

New Winter-blooming Oxalis, Grand Duchess.

The finest winter-blooming variety yet introduced, bearing continuously beautifully formed flowers of splendid size and color. We offer four colors, rose-pink, white, lavender and yellow.



Freesia Purity



Heller Calla Lily

Bermuda Easter Lily

The Easter Lily is a vigorous grower with ordinary attention. Flowers pure white and delightfully perfumed. It is unexcelled as a window plant. Fill a six-inch pot closely with soil to the top, plant the bulb, water moderately and put away in a dark, cool place until the roots begin to form. Then transfer to the sitting room to the warmth and light. Bermuda Easter Lilies may be planted outside. They are hardy in the Southern States and will survive Northern winters if protected with leaves or litter. They flower in three months from planting. When planted in a large pot can be placed outdoors in spring after all danger of frost is past, and they will bloom during the summer months.

The bulbs we offer are the true Bermuda Easter Lilies (*Lilium Harrisii*), secured direct from our Bermuda grower, and are the best to be had. We offer the true stock, which is very scarce—and very few are able to secure a supply—and only large and healthy bulbs, which will make a vigorous growth and give an abundance of extra-large, magnificent flowers, five to eight on each plant. Can be supplied any time after August 15th.

Large Bulbs, Popular Size, producing 2 to 3 flowers, 25 cts. each; 5 for \$1.00, postpaid.

Extra-large Bulbs, producing 4 to 8 flowers, 40 cts. each; 3 for \$1.00, postpaid.

Bulbs of Enormous Size, producing 12 to 15 flowers, 75 cts. each; two for \$1.25, postpaid.

I received the rose bushes and they arrived in perfect condition. I was more than pleased with them.—Miss Rean Medford, Modesta, Calif., April 4, 1925.

Calla Lilies

Grand Winter-blooming pot plant. Easy to grow, free bloomers and superb flowers. Good at all seasons of the year.

New Yellow. Large, rich flowers, similar to the old white Calla in form; very fragrant. Color golden-yellow. **Large bulbs**, 40 cts. each; 3 for \$1.00, postpaid.

Everblooming Cala. Godfrey (Dwarf). In bloom all the time. Fine. 25 cts. each.

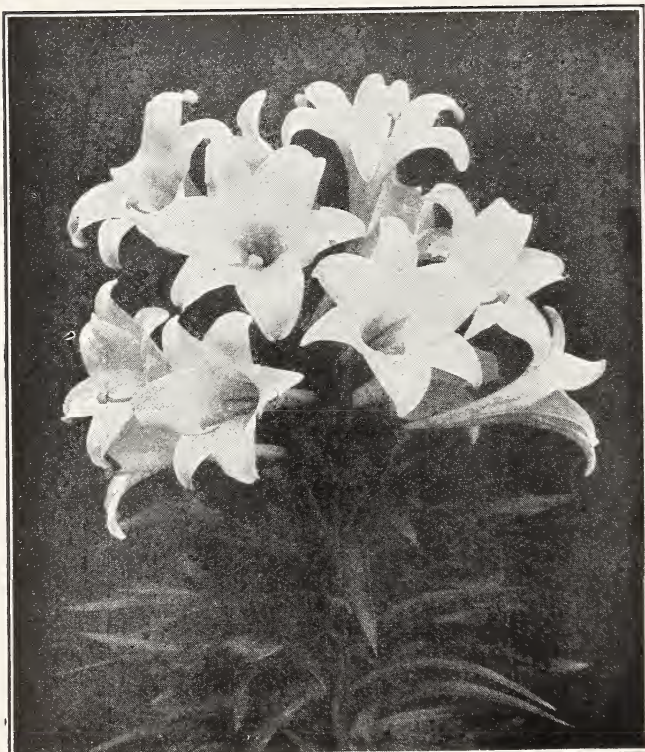
Lily of the Nile. The old favorite White Calla. Grand white flowers—chaste and beautiful. To aid profuse blooming, keep dormant from the middle of June until the last of August; repot in good, rich soil, using 6 to 8-inch pots; give water, light and heat in abundance and the result will be most satisfactory. **First-size bulbs**, 25 cts. each; 5 for \$1.00. **Large-size bulbs**, 40 cts. each; 3 for \$1.00, postpaid.

Special Offer One each of Godfrey, Yellow and White, first-size bulbs, postpaid. for \$1.00.

Formosa Easter Lily

An improved type of the well-known L. Longiflorum.

The plants are healthy, strong growth, about three feet high, and produce beautiful snow-white, trumpet-shaped flowers six to eight inches long. It is perfectly hardy and a splendid garden lily, blooming in the open in June and July. This lily is also a very important winter-flowering type. **First or largest size bulbs**, 25 cts. each; six for \$1.25.



Bloom of the true Easter Lily



Heller's Famous Pot-Grown Roses

FOR FALL PLANTING OUTDOORS OR IN THE HOUSE FOR WINTER BLOOMING

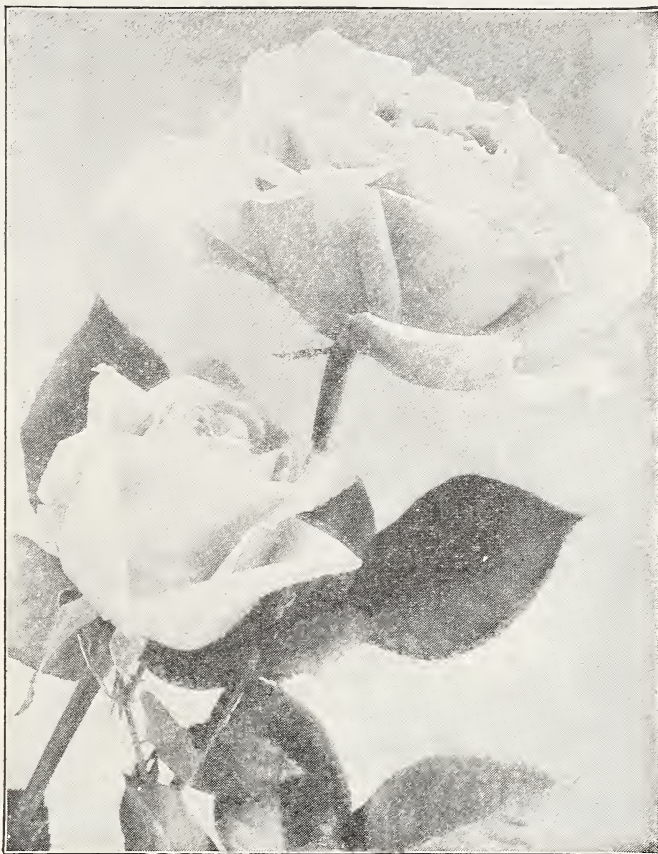
These Roses grown by our own special and exclusive methods, have proven wonderfully successful and have received the unqualified endorsement of thousands of Amateur Rose-Growers.

FOR years we have strongly urged our friends to plant our Roses in the fall—the earlier the better. Nursery-grown Roses are not suitable for this purpose. The plants must be specially prepared for fall planting. So far as we know we are the only growers who have this up-to-date equipment and can make a specialty of such Rose plants for both indoor and outdoor cultivation. You gain almost a year by planting now. Our plants are grown in pots or crocks, and may be planted now—any time until the ground is frozen.

How often have you admired the Roses in your neighbor's yard and wished that you might have them for yours? Why not plant some of them now? They are the cheapest and most enduring investment that one can make. Once planted, Roses will last a life-time, increasing in beauty and size year after year. No particular knowledge is required to succeed with them. Why not make a start today and order some of the famous special prepared Roses for fall planting offered in this book? We promise you will never regret the decision. NOW, TODAY, is the time to make a start. You will gain a year by planting at this time. A home without Roses is indeed becoming a rare sight, for they are so cheap, so beautiful and enduring, that they are within the reach of every one. Uniform and moderate shipping charges make you our next-door neighbor, no matter where you live in the United States. We ship to all parts of the world with entire safety. We bring our Mammoth Rose plants to your very doors. The greatest collection of Roses, the best grown plants on their own roots, to be found on this continent. Why neglect this pressing necessity of adorning your home with the finest handiwork of Nature's art, the Rose, the "Queen of all Flowers"?

We have especially prepared a type of plant for this purpose—larger and of higher grade than ordinarily, a plant grown in pots 2½, 3, 3½, 4 and 5 inches in diameter, a plant that is strongly rooted, in perfect health—in short, the best Rose that can be grown—a typical Heller Rose—well-bred and high-class.

We are the leading Rose-growers of America. **Roses on their own roots** is our specialty. We carry an immense stock. There has been a large, unsatisfied demand from planters, both North and



Premier—A Great New Garden Rose

South, for the best varieties of Roses suitable for autumn planting outdoors. We propose to satisfy that demand. The important point is **plant early**. Protect with evergreen bough, leaves and litter, and then these varieties will invariably go through the winter safely. All Roses offered in this book are **pot-grown** or grown in crocks and shipped to you with the soil adhering to the roots wrapped in wax paper and damp moss, thus arriving in absolutely perfect condition, and also especially suited for winter blooming indoors, and have been specially selected with that purpose in view.

Heller's Famous Hybrid Tea Roses

The Most Desirable of All

For many years we have had by far the most complete and extensive list of Hybrid Tea Roses in the business, having been the first house to call particular attention to their wonderful value. Ours is the greatest collection in this country. As the new varieties are introduced they are given a trial, and if found wanting in any respect are discarded and not offered to the Rose-growing public until they prove worthy. This excellent class combines the continuous-blooming quality of the Everblooming Teas and the sturdy strength of the Hybrid Perpetuals. The plants bloom the first year, like the Teas, bearing large, finely formed flowers of a wondrous range

of color, with the fragrance of the June Roses. They are especially valuable to Northern planters because they stand the severest winters with ordinary protection and, of course, luxuriantly in the South. In all sections they form magnificent bushes, bearing all summer great masses of most beautiful Roses imaginable. Unless a Hybrid Tea Rose bush is grown from the choicest, two-eyed cutting—the Heller method—it will not give satisfaction. All our stock is **on its own roots**—don't buy the other kind, budded and grafted. We offer strong, lusty plants in all sizes and stake our reputation upon their quality.

Glorious Hybrid Tea
Bush Rose
Hoosier Beauty

"Hoosier" Collection of Garden Roses

The Cream of Our \$2.00
Vast Stock. Ten for \$2.00

The constantly increasing requests for us to name a group of the best Roses for general home cultivation in all parts of the country is responsible for this great collection. Here are the ten most superb garden Roses now known. They will thrive in all sections of the country and produce their splendid flowers in the greatest of abundance continuously. We have considered everything in the selection—hardiness, vigorous growth, freedom of bloom, ease of culture, color and beauty of flowers. All of them will bloom constantly this year except the climbing variety, even in the first size plants. If you are unable to make up your mind to your own satisfaction what varieties of Roses you would like to have, set aside all misgivings and plant this "HOOSIER COLLECTION." You will find the greatest Roses in the world included herein—such varieties as Premier, the great Jeannette Heller, and the Cochet Rose, illustrated in color elsewhere—all are here at a price so low as to meet the requirements of every purse. Each variety labeled and safe arrival guaranteed to any point in the United States.

PLEASE ORDER AS THE "HOOSIER COLLECTION."

Ten Wonderful Heller Roses

Postpaid for \$2.00

HOOSIER BEAUTY. The most beautiful crimson bush Rose now known. Flowers, deep, double, immense in size, of a velvety crimson color.

PREMIER. A wonderful Hybrid Tea Rose. Deep rose-pink, perfect form, delicate fragrance, long, stiff stems and continuously blooming.

JEANNETTE HELLER. The greatest garden Rose in the world. Exquisite blending of pink and lighter shades.

BABY DOLL. The most sensational Rose; dainty, perfect flowers, colors ranging from vivid crimson to old gold; always in bloom.

WHITE MAMAN COCHET. Superb flowers, color white; a wonderful garden Rose.

ALEXANDER HILL GRAY. The supreme yellow garden Rose. The best of its class and color. Magnificent flowers, deep lemon-yellow. A Gold Medal variety.

PINK COCHET. The great pink garden Rose. Flowers immense, always in bloom.

AMELIA GUDE. New and beautiful. Perfectly formed flowers. Golden yellow, petals tipped with lighter shades.

COLUMBIA. Deep peach-pink, magnificent flowers, immense in size; strong growing; hardy; an exquisite garden Rose; almost thornless.

CLIMBING AMERICAN BEAUTY. The outstanding, hardy climbing Rose; strong, vigorous climber; crimson flowers.

Jeannette Heller
and
Her Rose.

SPECIAL OFFER This entire collection of ten magnificent Heller Roses, strong, first size plants for \$2.00, postpaid by mail; the entire set, extra heavy two-year-old plants, soil on roots, by parcel post, all charges paid, for \$7.50; the entire set of ten varieties in immense Star size plants, prepaid by parcel post for \$12.00. All on their own roots, now growing in large pots or crocks, ready to produce immediate results.

ORDER AS "HOOSIER COLLECTION."

We Stake Our Reputation on the Merits of This Great Collection Which Will Produce Hundreds of Flowers Each Year

Jeannette Heller Rose

The Best, Strongest, Healthiest, Hardest, Biggest Selling and Most Beautiful Bush Rose in the World.

A Rose that grows anywhere under all conditions, blooms abundantly and produces its marvelously beautiful flowers in continuous abundance; has earned the right to be termed the best bush Rose in the world. That's "JEANNETTE HELLER!" Always in bloom, it is the healthiest growing Rose now in existence, growing luxuriantly everywhere. Perfectly formed flowers, indescribable in color, ranging from shell pink, sometimes running from rosy blush to to yellow and sometimes almost pearly white, immense in size and magnificent in form. Produced continuously. Wonderful in growth with the vigor of an oak. Practically insect-proof, needs no petting, grows where others fail. Truthfully it has been said it grows where weeds grow, in any soil or climate. An American Rose, born in America, it wants a permanent home in every garden in America.

Plant it! You will become a Rose enthusiast the rest of your life. That is the reason we want you to try a few plants of "JEANNETTE HELLER"—the best bush Rose in the world. In cold climates should be protected in the Winter. Read the following:

"I purchased a star size Jeannette Heller from you. Its growth this season has been wonderful. It has bloomed constantly since June and now has over two dozen nice buds on it. Today I cut three of the most beautiful roses I ever saw from it. I have ten roses of the best I could purchase. I would not give 'Jeannette Heller' for all the other ten combined."—M. M. Moser, Hamilton, O., Oct. 7, 1924.

Price: All sizes postpaid by parcel post. Strong, first size plants, 30 cts. each 4 for \$1.00; \$2.50 per dozen. Large, two-year-old plants, soil on roots, \$1.00 each; \$10.00 per dozen. Star size, \$1.50 each; \$12.00 per dozen. All prices include parcel post charges.

Jeannette Heller
—The Best
Freest Blooming
and Most
Beautiful Rose
in the World.



America

This new Indiana rose, a Hybrid Tea, is justly regarded as the most beautiful garden rose of its color now known. There is nothing to compare to its beauty. Immense buds, long and pointed of great substance, opening into an enormous double flower on sturdy, long stems, almost thornless. Color a rose pink of peach blow shade; deliciously fragrant. Added to its great beauty America is a splendid, healthy grower with large, heavy green foliage, practically hardy everywhere and every shoot produces a flower. One of the great roses and well worthy of the name it bears. Until you know this rose you are really unacquainted with the beauty of the modern rose. Include America in your order. Ours is the genuine stock.

Price: First size plants, 50 cts. each, 5 for \$2.00, postpaid strong two-year-old plants with soil on roots, \$1.25 each by express same plants prepaid by parcel post, \$1.50 each. Still larger star size plants, \$1.50 each by express with soil on roots same plants prepaid by parcel post, \$1.75 each.

Premier

The introduction of this great new hardy garden Rose along with Columbia, America, Amelia Gude, Hoosier Beauty and Madam Butterfly, marks an almost revolutionary step forward in Rose Culture. These varieties have taken the doubt out of successful Rose Culture. They are the result of a whole life time concentrated in the production of supreme garden roses. Most of our popular garden roses, in the last hundred years, have had their origin in Europe. These varieties like Premier, etc., American in their origin, are the super Garden Roses of today. Premier, in its color, deep rose pink, is the most magnificent Hybrid Tea Rose in the world. Flowers are gorgeous in form, full, deep and double. Deliciously fragrant, produced continuously throughout the growing season, on long stiff stems, practically thornless. Growth healthy, strong, clean and free from insect diseases.

Strong first sized plants, 30 cts. each, 4 for \$1.00, postpaid. Two-year-old plants, \$1.00 with soil on roots by express; prepaid by parcel post, \$1.15 each. Star or specimen plants, \$1.25 each with soil on roots by express; prepaid by parcel post, \$1.50 each.

New Baby Rambler "Ideal"

This wonderful new rose will eventually take the place of all the crimson Baby Ramblers now in cultivation. The color is an intense deep garnet crimson, absolutely a new color; the flowers are produced in large clusters of splendid substance and the plant itself is a great grower. It blooms continuously. We have never seen it out of bloom.

Two-year-old plants only, \$1.50 each by express, soil on roots, or by parcel post prepaid, \$1.65 each.

Earl Haig

This splendid new Hybrid Tea bush rose comes to us from Ireland with the highest recommendations. Growth strong and sturdy; flowers beautifully formed and highly fragrant, color dark crimson—a rare and beautiful shade.

Two-year-old plants only, \$1.50 each by express with soil on roots or by parcel post prepaid, \$1.65 each.



The wonderful New Pink Bush Rose, "America"

Red Gauntlet

Originated by the great American rosarian, Mr. E. G. Hill from whom we purchased the entire stock and now offer it for the first time. Belongs to the Hybrid Tea class and is a seedling of that great crimson rose, "Hoosier Beauty." A fine grower, producing its beautifully formed crimson flowers in the greatest abundance. Delightfully fragrant. Stock as yet exceedingly limited and orders filled in rotation until the present supply is exhausted.

Medium sized two-year-old plants only, \$2.00 each by express with soil on roots or by parcel post prepaid for \$2.15 each.

Courtney Page

This great new Hybrid Tea Rose is destined to take a high and permanent place among the standard Roses because of its fine habit of growth, freedom from insects of all kinds and especially because of its magnificent flowers which attract more attention from visitors than any other rose in our collection. Large, beautifully formed, full, double flowers of intense glowing crimson. A wonderfully impressive Rose.

Two-year-old plants only, \$1.75 each by express with soil on roots or \$1.90 each by parcel post prepaid.

Victor

Originated by E. G. Hill. This great new Hybrid Tea rose is the strongest growing garden Rose we have ever seen. Immense foliage. A tremendous grower producing its deep, rosy pink flowers on long stiff stems in wonderful profusion. We saw it growing in the open ground in California with flowers six inches in diameter—marvelous sight.

Strong two-year-old plants only, \$1.50 each by express with soil on roots or \$1.65 each by parcel post prepaid.

Prince E. C. d'Arenberg

This really great Rose seems to be overlooked. For the years since its introduction it still holds its own. This is a great Rose. Flowers of a bright scarlet, shaded maroon, borne on long, straight, upright stems. Buds long and pointed, opening full and double. Magnificent in form. A real garden Rose.

First size plants, 30 cts. each, 4 for \$1.00, postpaid; strong, two-year-old plants, \$1.00 each by express; prepaid by parcel post, \$1.15 each.



Columbia, One of the Most Beautiful of All Pink Roses

*Columbia

Not since the introduction of the glorious American Beauty, have we been so impressed with any Rose as we have been with "Columbia." A Hybrid Tea of wonderful blooming qualities; as free a bloomer as any Tea Rose; blooms all the time. Almost thornless. Wonderful strong shoots four feet or more in length, each producing a magnificent bloom, often measuring six inches across the open flower. Color a deep peach pink, deepening into a glowing pink, a perfect color. The fragrance is beyond description, sweeter than an American Beauty. After a thorough trial we heartily recommend it as a great outdoor Rose. Hardy as an oak, thrives in any location, strong grower and soon makes a great display. One of the most exquisite Roses for cutting we have ever seen; produces handsome buds, on long, stiff stems well above the foliage. Foliage is a dark green and does not seem to be affected with disease or troubled with insects; on account of its strong growth.

Sensation

This great new Hybrid Tea bush rose is well named—it is the sensation of the rose world. Heavy, luxuriant foliage; strong growing, magnificently formed flowers of deepest velvety crimson, massive in size and produced in marvelous abundance; fragrance delicious. One of the greatest of many roses of recent origin. Very hardy.

"Columbia is a most glorious rose. It produced seven blooms and is still blooming. They are simply gorgeous."—Mrs. Tom Frazier, Paris, Illinois, October 22, 1924.

Climbing Columbia

A Remarkable New Climbing Rose

From the originators we have purchased this remarkable rose. It is identical with the great "Columbia," having all the parent's desirable features and in addition it is a wonderful climber, growing ten to fifteen feet in a single season. Blooming, as it does continuously, bearing blooms of immense size, often measuring six inches in diameter, this at once becomes the greatest of all pink, hardy, everblooming, climbing roses. Color is the same as "Columbia," glowing pink, fragrance delicious. A most remarkable rose.

Francis Scott Key

A magnificent Hybrid Tea Garden Rose originated by the great Rosarian John Cook, and named in honor of the author of "The Star-Spangled Banner." Color a glowing scarlet and with darker shadings. Buds long and pointed, opening full and double; produced on long, upright stems. Strong, healthy grower. Hardy everywhere. Free blooming.

Price of all Roses on this page: Strong, first size plants, 30 cts. each, 4 for \$1.00, postpaid; two-year-old plants \$1.00 each, \$10.00 per dozen assorted, by express; prepaid by parcel post, \$1.15 each. Varieties marked * can be furnished in star or specimen plants, \$1.25 each, by express; prepaid by parcel post, \$1.50 each. All on own roots.



HYBRID TEA ROSES—Continued

National Emblem



National Emblem

Mme. Butterfly

All the color tones of Ophelia are intensified, making it a harmony of bright pink, apricot and gold. Ophelia ranks at the top in popularity and Madame Butterfly will surpass it. It averages more petals to the bloom; it produces more bloom to the plant because it makes more branches, everyone carrying a bud. The tight buds are a lovely shade of Indian oak, yellow at the base; the opening flowers are perfect in form and texture, clear and brilliant in color and of delicious fragrance.

RED RADIANCE. The color is a splendid even shade of clear red, without a trace of any other color, retaining its vividness for an unusually long time after being cut. It is a remarkable bloomer, being constantly in flower from early spring until freezing weather. Strong, vigorous, branching grower, each branch terminating in a large, bold, double bloom. Hardy everywhere.

MISS CYNTHIA FORDE. A deep, brilliant rose pink, reflex rosy pink. Large, perfectly formed, very full buds, free flowering, very sweetly perfumed, splendid grower.

RED LETTER DAY. A velvety brilliant glowing scarlet crimson. Robust grower and wonderfully free blooming. Awarded S. G. medal by N. R. S.

F. R. PATZER. A Rose of striking and pleasing appearance, owing to the delicate blending of color, which is a creamy-buff, with the reverse of petals a delicate warm pink, and as they expand the color becomes a light orange-pink, which produces a most charming combination. Strong, vigorous grower. Produces numerous branches, each one crowned with a magnificent bud and bloom, on long, stiff stems, well above the foliage. Hardy and an excellent garden variety.

SUNBURST. Buds long and pointed, borne singly on long, stout stems, opening full and double. A very vigorous grower, reddish bronze foliage. The color is superb orange copper or golden orange, with a deep orange center. This Rose creates a sensation wherever grown.

CRIMSON QUEEN. Owing to its rich coloring this is a wonderful garden or bedding Rose. There is no color that produces the show that a good crimson does. The color is a rich, bright, velvety crimson. A strong, vigorous, upright grower; flowers large and full, a great garden Rose as it is always in bloom; extremely hardy and produces a magnificent bush in a short time, hardy everywhere.

Owing to its magnificent color and formation this Rose was named National Emblem, and no Rose in our estimation has a better right to the honor of being the Standard Bearer. Its color is a deep crimson overlaid velvety crimson, shading to vermilion toward the edges. Buds long and pointed on stout stems, opening full and double, each one coming to perfection, and produced in marvelous profusion throughout the entire season.

MADAME SEGOND WEBER. One of the most beautiful Roses of recent introduction. The long, pointed buds are pink or salmon-flesh and when fully expanded are immense in size, full and double; as the flower opens it deepens until it fairly glows with its warm, deep pink. Highly fragrant. Very hardy and constantly in bloom.

AMERICAN LEGION. The blooms of this rose the past season brought almost as much as the famous rose American Beauty and as it becomes better known we predict it will be as popular, as the color is such a pleasing shade of Cerise which it retains until all petals fall. Buds produced on long stiff stems well above the foliage and of immense size, long and pointed, opening full and double, a great producer. Foliage dark green free from diseases such as Black Spot, Mildew, etc. Awarded First Prize for a new rose in 1920.

PINK KILLARNEY. This Queen of the Irish Roses excels any other of its class and color yet introduced, and by many is recognized as the most beautiful hardy, everblooming Hybrid Tea Rose now under culture. Each season since it was introduced Killarney has increased in popularity and the demand has always exceeded the supply. The color is deep, brilliant and sparkling shell-pink, of the most exquisite shade. The flowers are of delightful fragrance, immense size, and have thick petals of great substance. Killarney is unusually hardy and without protection has withstood severe Winters.

YELLOW KILLARNEY (Mme. Jenny Gille-mot), A brilliant saffron-yellow Rose, opening canary with dark golden shades. The buds are long and pointed, beautiful in form and color, the flowers are large, with immense petals. Hardy and vigorous, it is in constant bloom all Summer. Blooms produced on long, stiff stems, making an excellent Rose for cutting. Owing to its resemblance of the Killarneys, we have called it the Yellow Killarney, as it makes a good companion for them.

RICHMOND. Wonderfully free blooming, its immense, fragrant, scarlet-crimson flowers are borne on long, stiff stems, making it a rival of American Beauty, and even more dazzling in appearance. In the garden its flowers are as fine as those found in the greenhouses. Perfectly hardy.

RADIANCE. A glorious new extra-hardy Hybrid Tea Rose which originated a few miles from West Grove. Awarded Silver Medal by the American Rose Society as the best bedding Rose at the Hartford, Conn., gardens. The flowers are a beautiful blending of shades of carmine-rose, with opal and coppery reflections. It is of splendid, sturdy growth, constantly in bloom and is bound to become one of the leading garden Roses. We cannot say too much in its praise.

RHEA REID. The color is vivid scarlet crimson, and the flowers are marvels of beauty; large, bold and of splendid substance. It has a strong, disease-resisting constitution, makes a rapid growth and throws up a profusion of canes from the roots and is always blooming.

HELENA CAMBIER. Of unusual beauty, with large, double, beautifully formed flower; the colors are varying, ranging from salmon-rose to coppery-rose; very often a handsome saffron hue. As the flowers expand the colors become lighter.

Prices of all Roses on this page: First size plants, 30 cts. each, any 4 for \$1.00, postpaid; strong, two-year-old plants, 85 cts. each, \$8.50 per dozen assorted, by express; prepaid by parcel post 95 cts. each. Varieties marked * can be furnished in star size or specimen plants at \$1.25 each, by express; prepaid by parcel post, \$1.40 each.



American Beauty, Queen Among Roses

Here in Newcastle They Attain Marvelous Perfection. Wherever Roses are Grown the Fame of the American Beauty Roses of Newcastle is Known.

In all the wide world this proud and majestic Queen reigns supreme as the most beautiful, most massive, most gorgeous and exquisitely fragrant Rose of its color now known. Its position is more secure today than ever before. The glory, the charm, magnificent growth and exquisite form of flowers are simply beyond description; color rich, glowing crimson, shaded and veined; flowers immense in size, wonderfully formed, with the fragrance of the old Damask Rose; growth the most vigorous of any Rose we know of outside of Jeannette Heller;

foliage large, leathery and of deepest green, especially free from insect attacks. Hardy in all sections of the country, but in cold climates should have careful winter protection. A splendid garden Rose.



Crimson American Beauty

Prices: First size plants, 35 cts. each; 3 for \$1.00, postpaid. Larger sizes by express, charges collect, two-year-old plants, heavy, \$1.00 each; \$10.00 per dozen; prepaid by parcel post, \$1.15; very large star size plants, \$1.25 each; prepaid by parcel post, \$1.50 each. All on own roots and pot grown.

Heller's Hardy Everblooming Tea Roses

The Best for Winter Blooming

While not so hardy as the Hybrid Teas or Hybrid Perpetuals, yet with protection they will live through the winters in almost all sections of the country, except in the extreme North. In the South they are unexcelled, whether planted in the open ground or used for pot culture. The fact that one-year-old plants produce a profusion of flowers makes them indispensable to every Rose-lover. For Fall planting out doors secure them early.

Alexander Hill Gray

The color, which is a deep lemon yellow deepening as the flower expands, does not fade in the open ground, as is usual with such. Buds and blooms of perfect formation and of great substance and produced in the greatest abundance throughout the entire season. Strong grower and hardy everywhere. Awarded Gold Medal by National Rose Society.

Bridesmaid. This variety is valuable for cutting and does finely in the open ground; a sport from the old and popular Pink Tea, Catherine Mermet, but of a fine, clear dark pink, much deeper and more constant in color, than Mermet. The bush is a strong, sturdy grower, bearing all summer a profusion of dainty, beautiful flowers.

Pink Maman Cochet. The buds are large, full and firm, elegantly pointed, showing depth and richness as they expand. The superb flowers are clear, rich pink.

White Maman Cochet. Snowy white, with sometimes a faint tinge of pink.

Lady Hillington

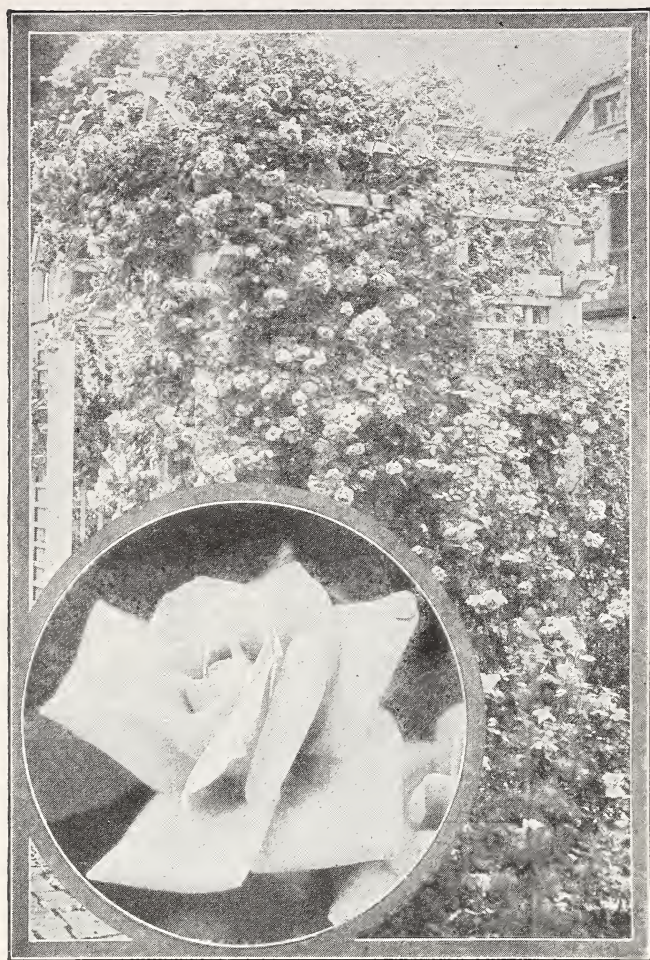
Apricot yellow shaded to orange on the outer edge of the petals, becoming deeper and more intense toward the center of the bloom. The color does not fade after the bloom is cut, but invariably becomes darker. Buds are produced on long, strong, wirey stems, well above the foliage, producing a slender and graceful effect. A strong, hearty, healthful grower.

Marie Guillot. We recommend it as one of the most reliable white Tea.

Mrs. B. R. Cant. Strong growing variety, producing heavy stems, with large, healthy foliage and flowers almost the equal and style of Helen Gould, but more double; deep rose, with silvery rose center.

Etoile de Lyon. It blooms freely, producing beautifully formed flowers of rich golden yellow; extremely hardy.

Price of all Roses on this page: Strong, first size plants, 25 cts. each, 5 for \$1.00, postpaid; strong, two-year-old plants, 75 cts. each, \$7.50 per doz.. assorted by express: prepaid by parcel post, 85 cts. each.



The Great Paul's Scarlet Climber

Climbing Gruss an Teplitz

or **VIRGINIA R. COXE.** A valuable addition to this class of Roses so rapidly coming into popularity on account of their blooming qualities. This is an exact counterpart of the Bush Rose Gruss an Teplitz, but a vigorous climber, attaining a height of 10 to 15 feet in a single season. When it first blooms in the spring it is a dazzling sheet of velvety crimson.

MRS. ROBERT PEARY. A strong and rapid grower, coming to perfection in the open ground. The buds are long and pointed, finely modeled and gracefully finished, while the fragrance is indeed delicious. The flowers when open are of splendid substance, extra large, deep and double, produced on long, stiff stems. Color pure white.

CLIMBING PINK MAMAN COCHET. An exact counterpart of the bush variety. As free blooming as the Cochet. Will withstand the vigor of the northern winters with protection. Superb pink flowers.

Aunt Harriet. In full bloom, it is amazingly fine with its masses of dazzling scarlet-crimson Roses loading every branch. The bright effect is intensified by the pure white centers and brilliant golden anthers which shine out when the flowers are fully open. Awarded Certificate of Merit, American Rose Society.

Price, first size, 25 cts. each; 5 for \$1.00; two-year-old plants, 75 cts. each; \$7.50 per doz., by express; 85 cts. each by parcel post, with soil.

Heller's Hardy Climbing Roses

These are the Roses so necessary for the home, giving it, no matter how humble or pretentious, a touch of beauty not to be had by any other form of adornment. They also have a most useful side, in that they give most delightful and refreshing shade when used on the porch, veranda or pergola. They are used very extensively in covering unsightly spots in the grounds, for screening outbuildings. Are especially recommended for trailing down over embankments and for cemetery planting; not subject to insect attack. All are hardy everywhere.

American Pillar. Produce a profusion of pretty pink flowers, dark green foliage.

Climbing Killarney. Produce beautiful blooms, identical with the bush Killarney.

Triumphant. Deep rose, changing to pale carmine, shaded and variegated.

Tausendschon or Thousand Beauties. One of the most beautiful climbing Roses in existence. Colors run from delicate balsam to bright rose and carmine.

White Dorothy Perkins. A very rampant grower. Flowers are brilliant, glistening white, produced in great trusses.

Violet Blue. The flowers are borne in loose clusters and are of a delightful shade of blue.

Excelsa. A remarkable grower, free from insects and producing a great quantity of blooms of crimson maroon with the tips of the petals scarlet.

Climb. American Beauty. A real American Beauty of a climbing habit. Sturdy as an oak. Color glowing red.

Paul's Scarlet Climber. Vivid scarlet shaded slightly crimson, but almost a flaming scarlet, a most pleasing and striking color. Makes a brilliant display for a long time in the garden. The petals do not fade like many climbing Roses, but retain their bright color, and remains in bloom for from two to four weeks. The Rose received the gold medal and cup for the best Climbing Rose at the National Rose Society's exhibit.

KEYSTONE. Perfectly hardy everywhere, blooms in wonderful profusion. The open flower of Keystone is perfectly double, with buds beautifully formed. It is a deep lemon-yellow Rose, similar to Coquette de Lyon. The fragrance is much like that of magnolia blossoms.

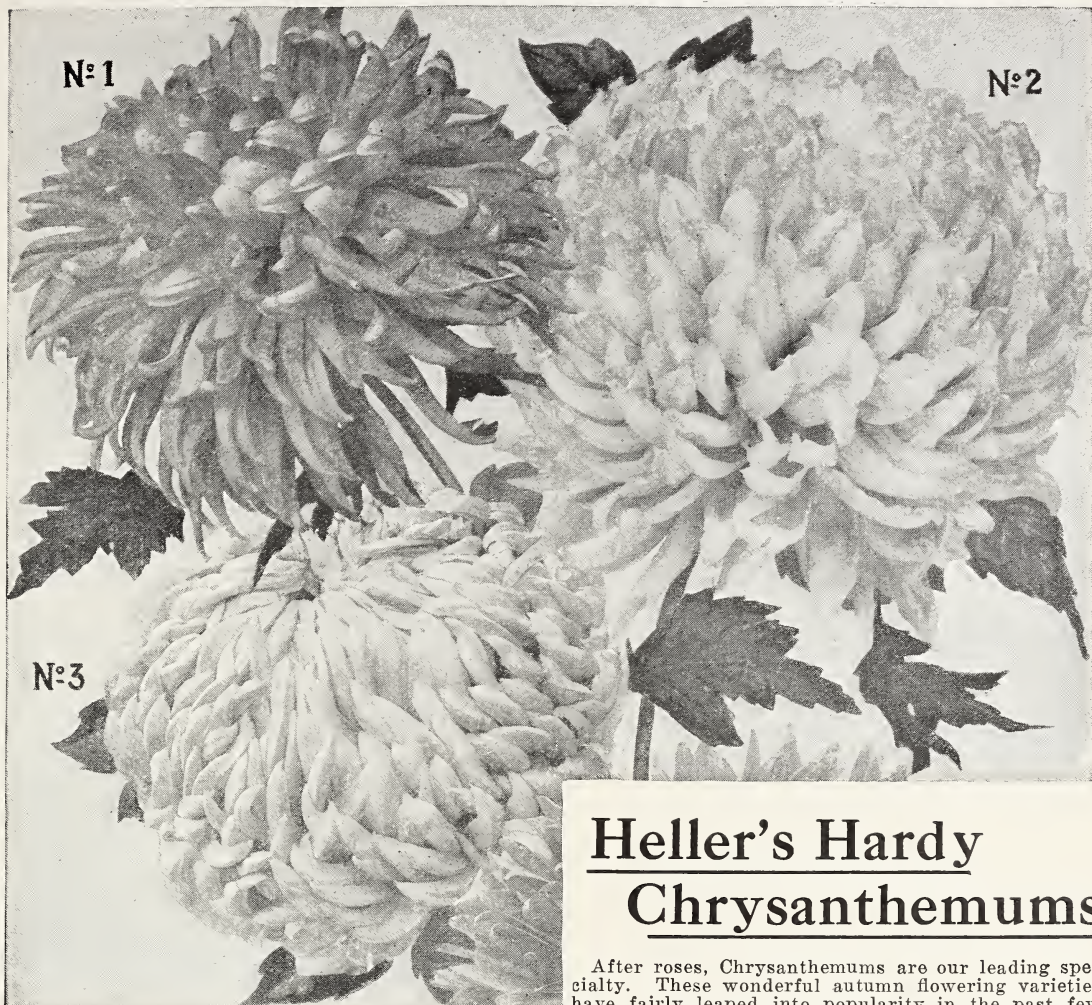
Alberic Barbier. A thrifty yellow; flowers are bright and full, very fragrant.

Dorothy Perkins. A brilliant pink rambler Rose, flowers in large clusters, prettily crinkled petals.

Dr. W. Van Fleet. Flowers when open run four inches and over in diameter. The center is built high, petals beautifully undulated and cupped. The color is a remarkably delicate shade of flesh-pink on the outer surface, deeping to rosy flesh in the center. The flowers are full and double, of delicate perfume; buds pointed.

Silver Moon. Single flowers, extra large and freely produced on long, strong stems; excellent for cutting. Color is brilliant silvery-white with a mass of golden-yellow stamens in center.

Birdie Blye. Buds long and pointed. Color bright carmine changing to bright satiny-rose as they open. Blooms produced at end of every shoot in clusters.



New and Rare Varieties

- No. 1—Harvard.** Magnificent deep crimson.
Smith's Arvance. Best and first in earliness; magnificent white.
Chas. Rager. Large incurved, white.
Smith's Advance. Best and first in earliness; habit, incurved.
Unaka. Grand incurved, beautiful pink.
Chrysolora. One of the best yellow, fine, incurved form, with perfect stem and foliage.
Betsy Ross. Mid-season to late incurved, pure white.
Robert Halliday. Beautiful true pink ball shape.
No. 3—Yellow Bonaffon. Bright yellow, standard of its color.
No. 2—White Chieftain. Pure white, beautiful ball-shaped flowers.
Pacific Supreme. Pink, large.
Golden Glory. Bright golden yellow, immense perfect flowers, early. Superb.
Roman Gold. Superb, early, yellow, perfect.
Golden Glow. Clear golden yellow, velvety finish, enormous flowers.
Oconto. Grand white, perfect in form.
Improved Chieftain. Beautiful incurved, pink.
C. C. Pollworth. Early yellow incurved.

Pompom Chrysanthemums

These are entirely hardy and produce hundreds of button-like, perfectly double flowers, making an excellent show. Last until late in the autumn.

- Klondike.** Gorgeous bronze yellow.
Fairy Queen. Rose-pink.
Mrs. Buckingham. Single, rosy-pink.
Diana. The best pure white.

Heller's Hardy Chrysanthemums

After roses, Chrysanthemums are our leading specialty. These wonderful autumn flowering varieties have fairly leaped into popularity in the past few years. Our collection has given us a national reputation as the finest in America. There is nothing so easy growing as Chrysanthemums. In the autumn when flowering plants are scarce they make a magnificent show, commencing to bloom in early September and continuing until they are cut down by severe cold weather in December; they produce their gorgeous flowers in lavish abundance and grow to perfection in ordinary soil with a fair amount of sunshine. If large, specimen blooms are wanted pinch off the buds, except the individual ones you want to develop. Can also be grown to perfection in pots for winter blooming indoors. They do so well in the open ground that autumn planting is desirable, the plants being hardy with protection except in extreme cold climates. Ordinary litter and leaves make a good protection and once planted these autumn favorites last for years. Plant liberally of them. Cheap in price they are among the most satisfactory flowering plants now known.

GLORIOUS SET OF FOUR

Superb Chrysanthemums

For 50 cents we will send postpaid the following Four Superb Chrysanthemums: Harvard, red; Unaka, pink; Golden Glory, yellow; and Smith's Advance, white—four in all, for only

**50c POST
PAID**

Price of all Chrysanthemums on this page: Strong plants, 15 cts. each, any 4 for 50c, \$1.50 per dozen, postpaid.



Whitmanii Fern

Choice Geraniums

Strong plants from 3-inch pots, single or double varieties, 15 cts. each; \$1.50 per dozen, prepaid.

SELECTED DOUBLE VARIETIES

Alphonse Ricard. Semi-double; orange-red.
Mrs. Lawrence. Soft salmon pink, tinged white.
Jean Viaud. Soft pink, white blotches.
John Doyle. Rich scarlet. Very effective.
Mme. Buchner. Snow-white; vigorous.
Recamier. Pure white. Strong grower.
S. A. Nutt. Rich, dark crimson. Superb.
La Cid. Charming shade of cardinal-red.
Beaute Poitevine. Bright salmon-pink.

SELECTED SINGLE VARIETIES

La Favorite. Snowy-white, superb.
Mrs. E. G. Hill. Free bloomer. Light salmon.
Clifton. Solid color of bright red.

Otaheite Orange

It is a dwarf reproduction of the genuine fruit-bearing Orange tree, the flower being identical. It flowers and fruits in pots, s exceedingly floriferous, blooming almost continuously. The fragrance of flowers is simply delicious. On a single plant, twenty inches high, one hundred and sixty-four buds have been counted. Price, strong potted plants, 35 cts. each; 3 for \$1.

Heller's Winter-Blooming Carnations

It is as easily grown as a Geranium and equally satisfactory. Plant in good soil, give plenty of water and drain well. Let the plant be cool at night; this is an important requirement. A 40 degree to 50 degree temperature is about right. We offer extra-large, field grown plants; they will bloom continually throughout the winter. Fine plants can be sent by mail.

Price strong pot plants: 35 cts. each, any 3 for \$1.00, postpaid.

Alma Ward. New white variegated pink.
Aviator. The best standard crimson.
Mrs. C. W. Ward. Deep pink.
Matchless. Clear brilliant white, fine form and very large. Highly scented. Delightful.
Radium. New. Handsome red. Fine large bloom.

Giant Persian Cyclamen

The most beautiful and decorative of all pot plants. The foliage is dark olive-green, beautifully variegated with silver and rose. The fairy-like flowers are carried on long stems, produced for several successive months. The flowers, which are of odd form, embrace every delightful shade of color and are a distinctive feature of this handsome house plant. We offer splendid strong plants in white, rose, crimson or salmon in large plants from 3 to 4 inch pots ready to bloom, at 50 cts. each; 6 for \$2.50.

Decorative Ferns

There is a charm about the Fern for home adornment hard to equal with any other plant, with its long sprays of fresh, lively green, handsome foliage. Even the smallest plants will in a short time grow into magnificent specimens. They are of the easiest culture, requiring little or no care, and will last indefinitely.

Boston Fern. Long, broad fronds, drooping gracefully and forming a plant of immense size.

Whitmanii. This is a condensed form of the "Ostrich Plume Fern," with valuable characteristics added which are not evident in the parent. Graceful beyond description.

Teddy, Jr. New dwarf Fern. Fronds are broad and beautifully tapered from the base to the tip, drooping just enough to make a graceful plant.

Roosevelt. New and the grandest of all, with fronds beautifully frilled and waved.

Scotti. Dwarf growing, compact and a great favorite. Broad petals, strong upright grower.

Price of all Ferns: Strong, shapely plants, 20 cts. each, any 6 for \$1.00, postpaid; larger size, 4 and 5 in. pot-plant, 75 cts. each by mail, postpaid.

ASPARAGUS SPRENGERI. For pots, vases or hanging baskets. The long, slender branches droop most gracefully, clothed with feathery, emerald green fronds. **Strong plants, 20 cts. each; 3 for 50 cts.**

ASPARAGUS PLUMOSUS. Foliage surpasses a Maidenhair Fern; in grace and finish resembles the finest lace. Elegant for cutting; one of the best plants in our collection. **20 cts. each; 3 for 50 cts.**

American Wonder Lemon

Large, dark green foliage; handsome, pure white flowers, with yellow stamens, nearly as large as tuberosa blooms, fragrant as orange blossoms. The lemons have a thin rind for such large fruit, and are full of rich acid juice. Plant in ordinary soil, in a pot or tub, and it will bear each season a fine crop of superb Lemons. **Strong plants, 25 cts. each; 5 for \$1.00.**



Giant Persian Cyclamen



Heller's Hardy Perennial Phlox

The blooming of the hardy Phlox is an event to which the flower-lover looks forward with impatience, as no flower in the hardy garden will give such a lavish display and fill the garden with such a wealth of color and magnificence of bloom.

We carry absolutely the best and choicest varieties in cultivation. We offer these in strong plants which are to be set out in the open ground at once and protected slightly.

W. C. Egan. One of the finest Phloxes yet introduced, and while the individual flowers, according to color chart, are of a delicate lilac, illuminated by a large bright solferino eye, the color effect as a whole is a pleasing shade of soft pink.

Thor. A charming shade of deep salmon-pink suffused and overlaid with a glow of scarlet. The eye of aniline red centers a most attractive sureole nearly pure white.

La Vague. An improvement over older varieties of similar color, with immense, conical heads, borne in great profusion. Warm mauve with emphatic carmine eye.

Ryndstrom. Color a lively shade of rose-pink, much like Paul Neyron Rose; flowers very large.

Mrs. Wm. Jenkins. An early and free bloomer, one of the best tall varieties. Flowers large, pure white.

Coquelicot. Short, bushy growth, very free and continuous bloom; fiery orange scarlet.

Wanadis. A pleasing mottling of white and light violet; very distinct.

General van Heutsz. Brilliant salmon-red with white center.

White Eclairer. Large; pure white.

Fernand Cortez. Tall; deep crimson.

Jeanne d'Arc. A good late flowering pure white.

Eclairer. Purplish-crimson; large.

Price of Hardy Perennial Phlox, in strong, vigorous, field-grown plants, 25 cts. each, 5 for \$1.00; \$2.25 per dozen.



Hardy Phlox.

German Iris

The memory of the "Blue Flag" of the old-time gardens is one ever sweet to those whose lives were lived in such surroundings, and while the "modern" Irises, if we may use the term, will remind one of the old days; they, too, like everything else of these days, have yielded to the influence of improvement.



A Bed of German Iris.

Lohengrin. Foliage and flowers immense, of a deep violet mauve, almost pink.

Celeste. Pure celestial blue throughout, shading to porcelain; large open flowers.

Chas. Dickens. Stands light violet; falls indigo with white base.

Charlotte Patti. Stands golden, falls light yellow, veined white.

Darius. Stands, lemon yellow; falls, light yellow, blotched and marbled with rosy lilac.

Donna Marie. Stands, azure; falls, indigo, white base, veined with indigo.

Dr. Parnet. Stands, soft rosy lilac; falls, pure lilac shading to white.

H. Cramer. Stands, deep celestial blue; falls, pure Yale blue; tall habit; blooms early.

Queen of May. Stands, bright rosy lilac; falls, a shade darker. Showy.

Rebecca. Stands, golden yellow; falls, mahogany brown.

Price, 15 cts. each; 8 for \$1.00, postpaid.



New Everblooming Hydrangea

California Privet

The One Best Hedge Plant Combining Beauty, Hardiness and Efficiency.

California Privet has long been recognized as the one very best plant for Hedge purposes, as it is remarkable for its beautiful, dark green, glossy foliage, its quick, strong and symmetrical growth, its freedom from insects and scale, and its ability to withstand pruning and trimming into any desired shape.

For many years we have made a specialty of growing California Privet for Hedges, and our stock cannot be surpassed anywhere. It is strong, thrifty and in the best of shape for transplanting. Each one a specimen plant. We have it in all sizes, from one-year-old plants to large, vigorous bushes which can be used with telling effect in the formation of an immediate hedge. These large plants are the most economical to buy, for with them the tedious years of waiting for the hedge to grow will be avoided.

First size, 12 to 14 inches, 10 cts. each; 6 for 50 cts., postpaid; \$5.00 per 100 by express. Second size, 2 to 3 feet, 15 cts. each; 5 for 50 cts., postpaid; \$8.00 per 100, by express or freight at purchaser's expense. (Orders for 50 filled at 100 rates.)

BERBERIS THUNBERGI (Barberry). Grows 3 to 4 feet high; small, perfectly shaped, rich green leaves, turning in autumn to bright scarlet. Flowers a delicate shade of coppery yellow, followed by beautiful, brilliant red berries, clinging all winter. **Price, first size plants, 8 to 12-inch, 15 cts. each, 9 for \$1.00; \$10.00 per 100 by express; larger plants, 18 to 24 inches, 50 cts. each, postpaid; \$25.00 per 100, express or freight.**

Hardy Shrubs for Permanent Planting

They are absolutely hardy, and, once planted, last indefinitely, increasing in size and beauty year after year. For cold climate where hardy plants are needed, they stand without an equal. Planted in clumps, masses or used for hedges, screens, or for filling unsightly corners, they make a glorious show. They supply that certain something which is lacking in every yard where hardy shrubbery is not planted. We recommend a liberal planting of this class of plants. They last a lifetime and are sure to give splendid satisfaction.

Some varieties, such as Hydrangea, Snowball, Weigelas, Deutzias, require pruning in early spring before new growth starts. Here with us it is done in late February or early March each season.

Hydrangea Arborescens Grandiflora

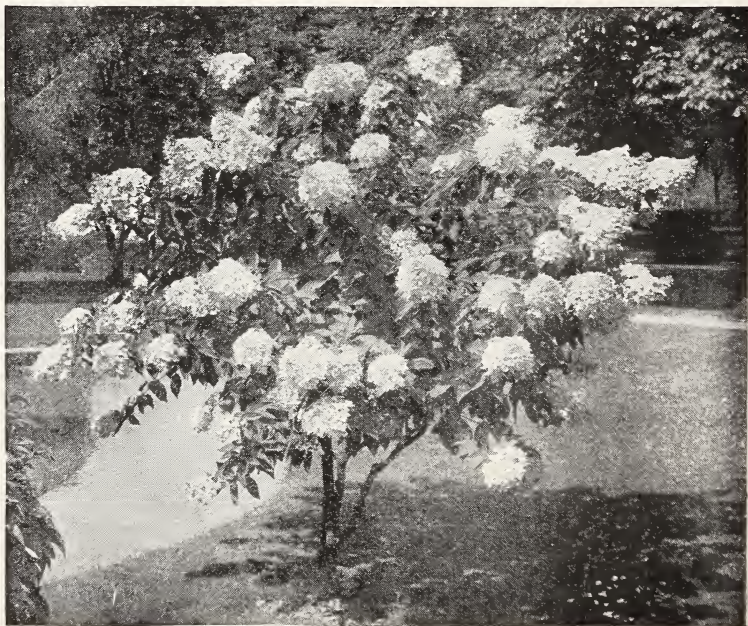
The New Everblooming Hydrangea is, as its name implies, constantly in bloom from early in June until frost, and is one of the most important additions in the way of hardy shrubs ever introduced. All summer long it bears great clusters of white flowers, much like the tender Hydrangea in size and form; it will grow to perfection in partial shade, making it most valuable for massing under trees or growing on north side of house. Handsome bright green foliage.

Price, strong, vigorous plants, well rooted, 35 cts. each, 3 for \$1.00, postpaid; larger, field-grown plants, with several branches, fine roots, 75 cts. each; \$7.50 doz., postpaid.

Hydrangea Paniculata Grandiflora

They are extensively used for yard, lawn and hedge planting and for screens. Attains a height of 5 to 7 feet; hardy in all localities; blooms the first and every season in July and August, and continues in bloom for two or three months; the flowers are massive, cone shaped, often measuring 10 inches in length, and have a pleasing variation of color, changing from original pure white to pink, and finally to beautiful, rich, coppery-red. Well rooted, field-grown plants.

Prices, one-year-old plants, 35 cts. each; 3 for \$1.00; strong, two-year-old, field-grown blooming plants, 75 cts. each. Heavy field-grown three-year plants, \$1.00 each.



Hydrangea Paniculata Grandiflora



HARDY SHRUBS—Continued

Double Japan Snowball

(Viburnum Plicatum)

Blooms in early June, when the whole bush is loaded down with great, compact balls of pure white, double flowers. They are borne in such profusion that the entire plant appears one dense mass of bloom; the tree grows erect and bushy 6 to 8 feet high, with deep green leaves peculiarly crimped and crinkled. Wondrously beautiful. **Price, old-grown plants, one-year size, 35 cts. each, 3 for \$1.00, postpaid; two-year size, 75 cts. each; three-year size, 90 cts. each, by freight or express.**

Deutzias

Valuable self-sustaining shrubs which vary considerably in height and habit, but bloom alike in dainty bell or tassel-shaped flowers borne thickly in wreaths along their branches, in June. The taller sorts are useful for specimens, groups, and the background of shrubberies; the dwarfier, for borders or for planting near the house.

Deutzia Crenata. 4 to 6 feet; double white, tinted rose.

Deutzia Fortunei. 4 to 6 feet; pure white.

Deutzia Gracilis. 2 to 2½ feet. Drooping, snow-white.

Deutzia Pride of Rochester. Pure white, with a faint blush.

Deutzia Lemoninei. New, immense. Purest white.

Weigela

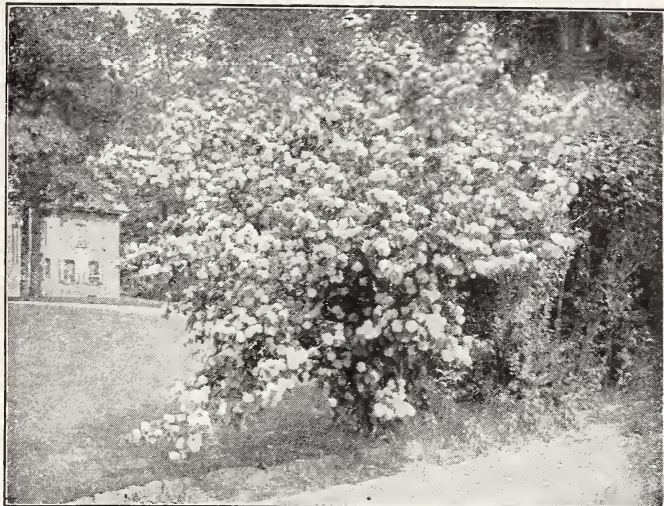
Beautiful shrubs that bloom in May, June and July. The flowers are produced in so great profusion as almost entirely to hide the foliage.

Weigela Candida. Snow-white flowers; late June.

Weigela Lavellei. Deep red flowers; beautiful.

Weigela Rosea. Flowers are large and of a deep rose color.

Weigela Variegated Leaf. Green leaves, margined pure white.



Double Japan Snowball in full bloom

SPIREAS, Meadow Sweet

All the Spireas bloom with a riotous extravagance which makes them quite striking. Their individual style, color and habits of growth differ so markedly that a collection of varieties will ensure bloom the entire season and still evade the monotony of repetition.

Callosa Alba. Dwarf white-flowering variety.

Frunifolia (Bridal Wreath). Double, pure white flowers.

Reevesii. Single, pure white; blooms latter part of May; attains a height of 4 to 6 feet.

Van Houttei. The bushes form fine, compact clumps. The pure white flowers are borne in great masses.

Perpetual Blooming Crimson Spirea. **Anthony Waterer.** It makes a low, compact bush, 15 to 18 inches high. Large umbels of deep crimson flowers.

Hardy Climbing Vines

Clematis Faniculata. The flowers are pure white and are borne in great panicles or clusters of bloom, fairly covering the plants, so that it is a mass or sheet of fleecy white with an exquisite fragrance. It begins to bloom late in August the first year. Hardy in all sections of the country. **Strong plants in pots, 25 cts. each. Strong two-year-old field-grown plants, 50 cts. each, postpaid.**

Wistaria Magnifica. The finest Wistaria of its color now known. Extremely vigorous, growing 30 to 40 feet in one season when well established. The flowers are pale lilac, and the immense clusters of drooping racemes, which measure 12 to 18 inches in length, are deliciously fragrant. **25 cts. each; 5 for \$1.00, postpaid.**

Wistaria Alba. Pure white. **25 cts. each; 5 for \$1.00, postpaid.**

English Ivy. A splendid evergreen climber, with dark glossy green leaves; clings firmly to stone, brick or wood walls without trellis or support; very desirable. **25 cts. each; 5 for \$1.00.**



Spirea Van Houtte



“Peony Felix Crousse”

The Popular Hardy Peonies

Plant Now for Spring Blooming

Of all the flowers in the Hardy Garden the Peony is easily recognized as the Queen—in fact, it vies with the Rose for the title in many ways, for while in bloom it is without question the most glorious object in the garden. Once Peonies are planted they last for a life time. They stand the severest winters without the slightest protection. Especially fine for single specimens and cemetery planting. After blooming their charm lies in the beauty of the foliage, for even when not in bloom the Peony plant is decorative in the extreme and well worthy of a prominent place in the garden.

We offer only the cream of the many hundred varieties. Don't buy the cheap kinds. They require just as much care, but don't produce the blooms.

New and Rare Peonies

Price, strong roots, 75 cts each, except where noted; \$7.50 per dozen.
Faust. Delicate light pink; double, late.

Felix Crousse. Brilliant red. Extra fine. Double, midseason.

Duchess de Nemours. Sulphur-white, changing to pure white. Particularly beautiful in the half-open bud state. Double, early.

Jeanne D'Arc. Pure white. Early, double.

Festiva Maxima. White center, flaked red. Double, early.

Mme. de Verneville. Guard petals, sulphur-white, center delicate flesh. Double, early.

Candidissima. Creamy white. Early, double.

Edulis Superba. Red.

Rubens. Dark crimson. Double, mid-season.

Humei Carnea. Light rose, passing into white.

Nobilissima. Dark violet red.

Delachi. Velvety purple. Late, double.

Louis Van Houtte. Velvety red. Double, late.

Festiva Alba. Cream-white, red spots. Double, late.

Modeste Guerin. Deep rose. Double, mid-season.

Caroline Allain. Rose and salmon.

Rosea Elegans. Soft rose.

Mlle. Lenoie Calot. Large, cherry-pink. Late.

Mixed Varieties, 50 cts. each, \$5.00 per doz.

HELLER BROTHERS CO.
NEW CASTLE . . . INDIANA